

PRD: No yield group header bidding O&E

An overview of the proposed opportunity and experiment for no yield group header bidding

Authors: Rahul Kooverjee Steve Swan
Self link: go/myghb-oe-prd

Created: Jan 10, 2023
Last updated: Jan 18, 2023

Summary

As part of the new header bidding workflow ("no yield group header bidding"), we're going to offer publishers an experiment to understand the impact before they adopt the feature as well as an opportunity with an uplift estimate to further drive adoption.

The experiment is launch blocking for the new workflow and so is a high priority. The opportunity is not (it can launch after the workflow), and so is a lower priority.

This PRD articulates the requirements for both the experiment and opportunity in detail.

Context

[REDACTED]

Priority & phasing

The priority of each item is as follows:

- [REDACTED]
 - [REDACTED]
- [REDACTED]
 - [REDACTED]

[REDACTED]

[REDACTED]

Commented [1]: @codywilson@google.com [REDACTED]
Assigned to Cody Wilson

Commented [2]: Tagging @steveswan@google.com for his thoughts too
(FWIW, I wrote this part because I assumed this was the case but that was really just an assumption)

Commented [3]:
<https://screenshot.googleplex.com/4CmgnmkfQt4WweQ>
[REDACTED]

Commented [4]:
@steveswan@google.com

Commented [5]:
[REDACTED]

Commented [6]:
@steveswan@google.com are you owning that?

Commented [7]:
would_be completely possible that they say they would prefer not to do this because they like all the controls and don't want to have to change them

Commented [8]: Great pls include me in the meeting

Commented [9]: done

Requirements

Experiment

Commented [10]: [REDACTED]

Commented [11]: [REDACTED]

Commented [12]: [REDACTED]

Commented [13]: [REDACTED]

Commented [14]: [REDACTED]

@steveswan@google.com @codywilson@google.com
@aarmenta@google.com @ehedlund@google.com

[REDACTED]

Commented [15]: We plan on fleshing out the schema design in the next O&E meeting on Tuesday. Will circle back when we get some consensus of the long term [REDACTED]

Commented [16]: [REDACTED]

Commented [17]: [REDACTED]

[REDACTED] | |

Commented [18]: [REDACTED]

[REDACTED] | |

Commented [19]: [REDACTED]

Commented [20]: [REDACTED]

○ [REDACTED]

● [REDACTED]

● [REDACTED]

● [REDACTED]

Opportunity

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Appendix

Remaining open questions

● Opportunities UX

○ [REDACTED]

Edit history

Date	Edits
Jan 11, 2023	Initial draft complete

Commented [21]: [REDACTED]
Commented [22]: [REDACTED]
Commented [23]: [REDACTED]
Commented [24]: [REDACTED]
Let's discuss it with UX when we meet next
Commented [25]: [REDACTED]
Commented [26]: [REDACTED]

Commented [27]: [REDACTED]
Commented [28]: [REDACTED]
<http://screen/8TR8z7KLFwmDsGh>
Commented [29]: [REDACTED]
Commented [30]: [REDACTED]

Jan 18, 2023	Updated PRD with recent decisions: [REDACTED]